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# We've Got You Covered

Prepared by  
Meghan Cooper



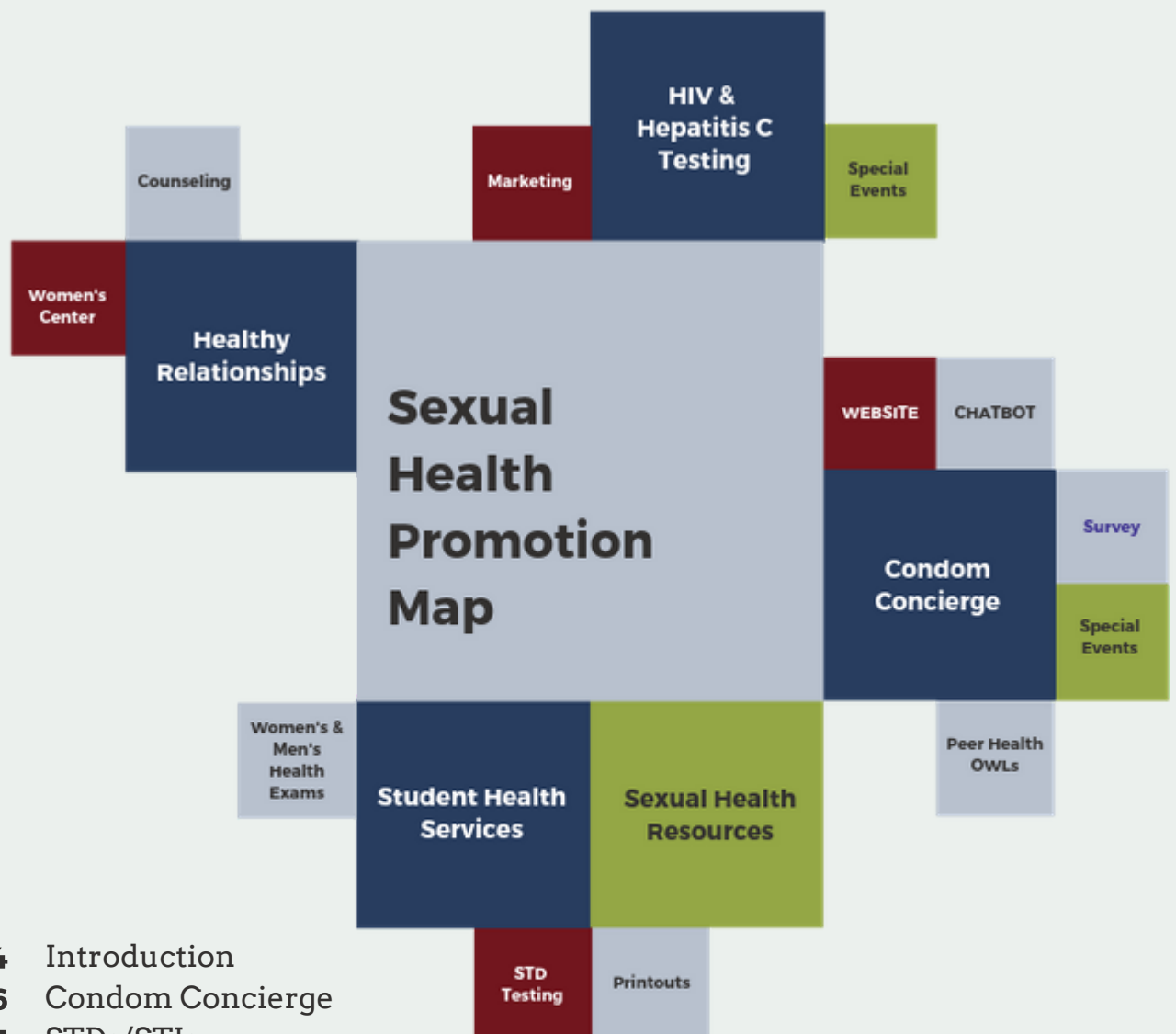
**KENNESAW STATE  
UNIVERSITY**

DIVISION OF STUDENT AFFAIRS  
*Health Promotion and Wellness*

“The mission of Health Promotion and Wellness is to improve the balance of the intellectual, emotional, physical, social, environmental, and spiritual development of students through awareness and education.”

Health Promotion and Wellness





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# subjects



# from health promotion and wellness

Live Wise, Live Well

Increasing sexual health resources and awareness among Kennesaw State University (KSU) students is a high priority within the Health Promotion and Wellness (HPW) department. Traditional undergraduate college students (around ages 18-25) are at a higher risk of STDs and sexual violence.

Young people are impacted by STDs the hardest in the United States. People under the age of 25 accounts for half of all new STDs (CDC, 2017). HPW provides condoms through the Condom Concierge program to help combat these rates.

Resources range from education resources through peer health educators and teaching programs, to sexual health products such as condoms and lubricants to practice safer sex. The department also offers HIV and Hepatitis C testing.



# Condom Concierge





# let us help with that

**A look at the Condom Concierge program from Health Promotion and Wellness at Kennesaw State University.**



HPW created the Condom Concierge program after reviewing the successful launch of the Condom Fairy at Boston University. The goals of the program are to increase the number of KSU students using a protective barrier method when engaging in sexual activities. We want to make the process less embarrassing for students picking up supplies and make sexual health supplies readily available on campus.

Currently, students can request sexual health supplies through an online order form. There are multiple options for students to choose from to try and find the best match for their needs.

Items include:

- External Condoms (Male condoms) - Multiple sizes, studded, flavored, and non-latex for those with latex allergies.
- Internal Condoms (female condoms)
- Dental Dam's
- Water and silicone-based lubricants
- Finger Cots

Students are then given a choice to speak to a health educator about any concerns or questions they may have. Student assistants and peer health educators at HPW fill orders in discreet brown bags and then notify students that they can pick up orders within the office.

Sexual health supplies are funded by student's wellness fees and/or by donations from local health organizations like the Cobb and Paulding Health department.

After one full year of the program, the outcomes were positive. The number of students reported using a condom or other protective barrier within the last 30 days increased by 7% during the 2018-2019 school year.

A pretest was given to students requesting sexual health supplies for the first time. At the end of the semester, a posttest was given to students that participated in the program. Condom usage for students that had vaginal/ anal sex within the last 30 days rose by 4.06%. Students reporting the use of a condom or other protective barrier while having oral sex increased 22.87%.

There were a total of 241 orders placed to the Condom Concierge in its first year, with 209 of those orders being new and 32 return orders.

There are plans for the future to create a more streamlined ordering process and delivery system to take out as much human interaction as possible to make students feel less embarrassed.

Another goal of the program is to make sure that sexual health resources are offered along with the sexual health supplies to make sure students are using the items properly. Reminders for testing sessions will also be included.



## sexually transmitted diseases STD/ infections STI

“1 in 2 sexually active young people will get an STI by the age of 25.”

The Centers for Disease Control and Prevention define STDs as Sexually transmitted diseases and are also called sexually transmitted infections (STIs). A person can develop an STI through sexual activity that includes oral, vaginal, or anal intercourse. There is also a risk (but not common) of developing an STI from heavy petting and intimate physical contact. Most organizations are moving away from the term STD in preference to STI because the term disease indicates noticeable signs or symptoms, but a lot of STIs have mild to no symptoms and go unnoticed.

Serious health problems can arise if STIs are not diagnosed and treated. Below is a list of STIs.

- Bacterial Vaginosis
- Chancroid
- Chlamydia
- Gonorrhea
- Hepatitis
- Herpes
- HIV/AIDS
- Human Papillomavirus (HPV)
- Lymphogranuloma Venereum (LGV)
- Mycoplasma genitalium
- Pelvic Inflammatory Disease (PID)
- Pubic Lice (Crabs)
- Scabies
- Syphilis
- Trichomoniasis

In 2017, the CDC reported that of the nearly 20 million new STIs diagnosed each year, adolescents and young adults ages 15-24 years old accounted for half of those.

That means that 1 in 2 sexually active young people will get an STI by the age of 25.

Georgia is consistently ranked in the top ten states for the highest rates of STDs amount chlamydia, gonorrhea, and syphilis (CDC, 2017).

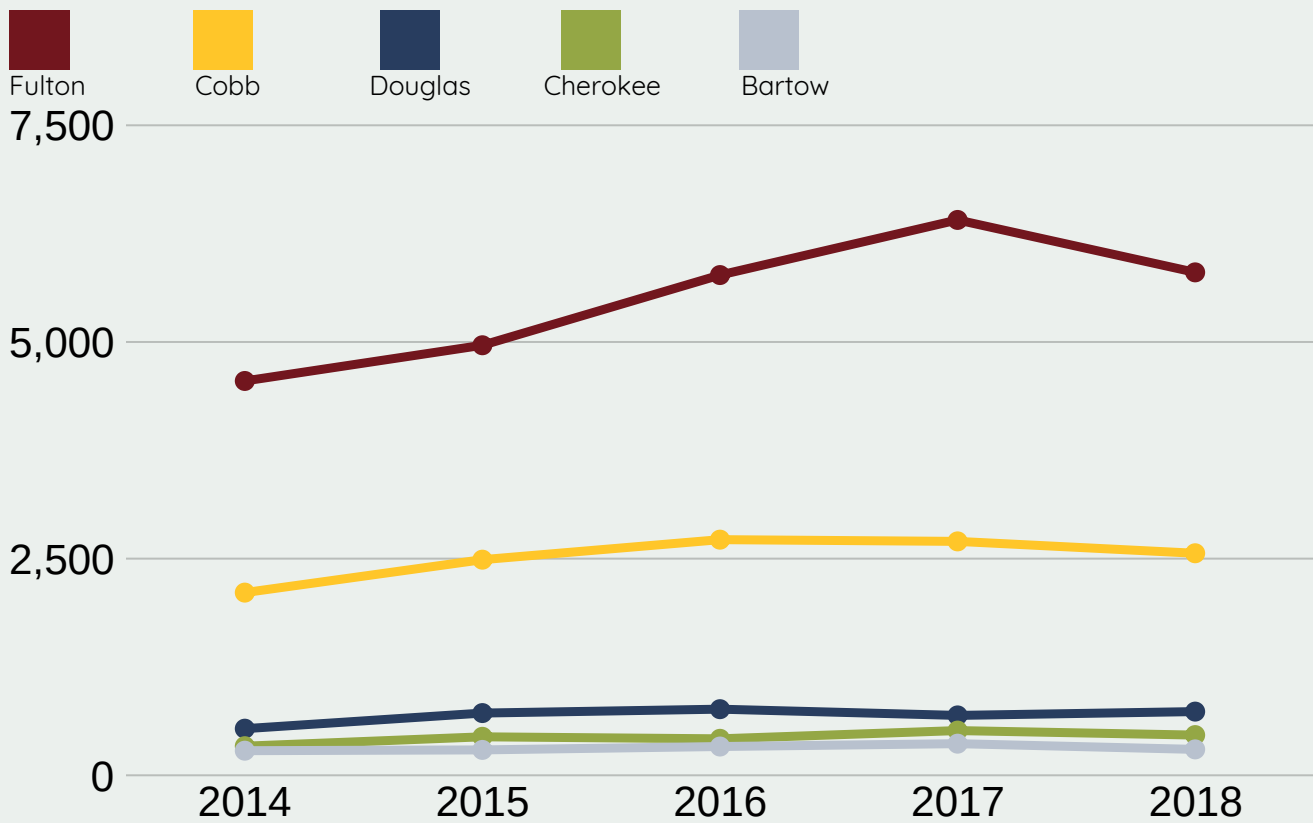
Condoms are the best way to prevent the transfer of STIs during sex.



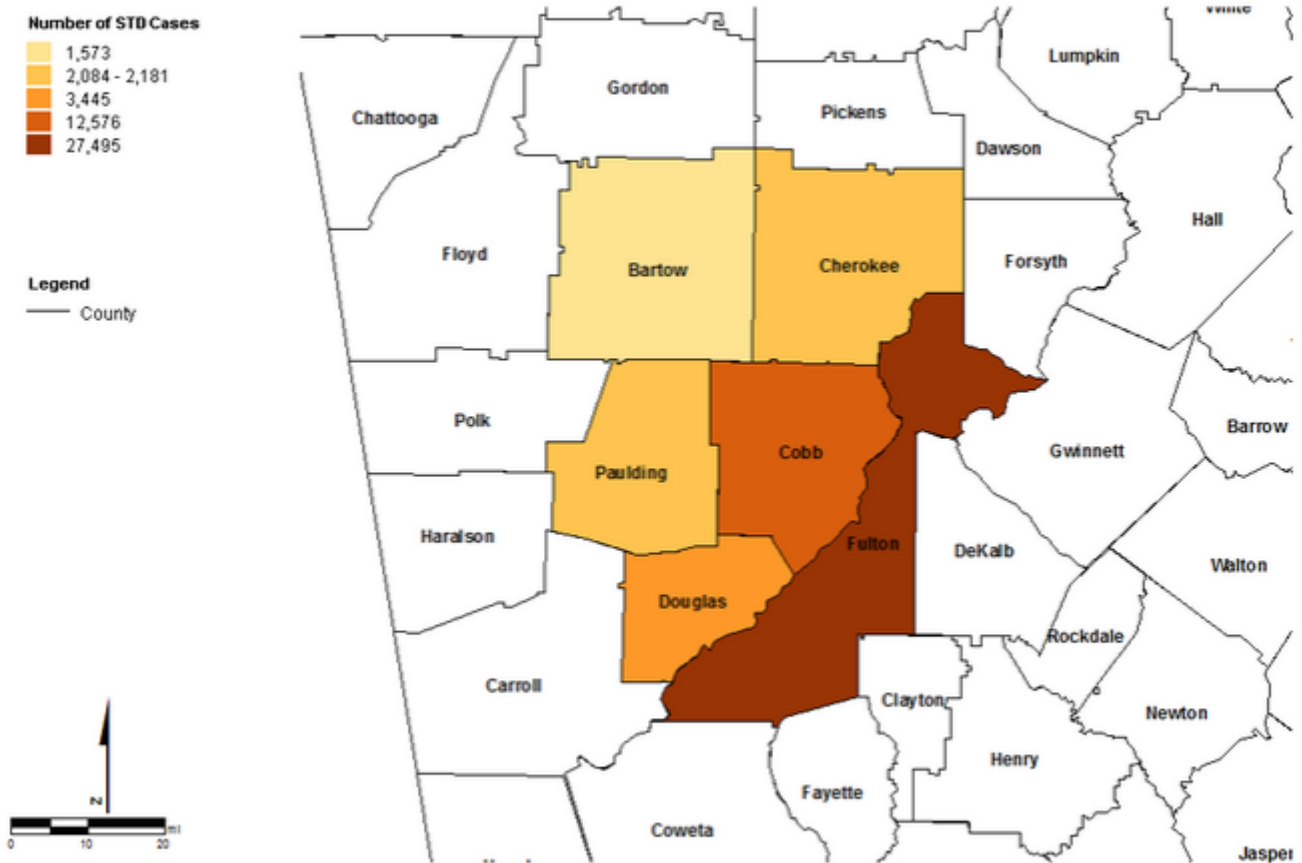
students can get STI testing at student health services.



# STD trends by county



Number of STD Cases by County of Residence, Bartow, Cherokee, Cobb, Douglas, Fulton and Paulding Counties, All STD except Congenital Syphilis, 18-24 Years of Age, 2014-2018





# HIV/AIDS

Young adults ages 20-24 years account for nearly 75% of all HIV diagnoses (CDC, 2017). HIV stands for human immunodeficiency virus and weakens a person's immune system and makes it difficult for the body to fight off infections and diseases. There is still no cure for HIV.

There are three stages of HIV.

1. Acute HIV Infection - During this stage, there is a large amount of the virus in the bloodstream, and it is very contagious. This stage occurs within the first 2 to 4 weeks, and people may experience flu-like symptoms.

2. Clinical Latency - This is a time when the virus is in an inactive or dormant stage and creates very low levels of the virus. People can stay in this stage for a long time with the use of medication. It is important to note that HIV can still be transmitted.

3. Acquired immunodeficiency syndrome (AIDS) - This is the most severe of the stages. The immune system has damaged the body so much that the person becomes susceptible to severe illnesses.

The HPW highlights the importance of getting tested. Monthly rapid testing for HIV and Hepatitis C is conducted at the Student Recreation and Activities Center Suite 1220. Specific dates for this testing can be found on the Wellness website.

Additionally, the HPW has partnered with Resident Life to hold testing in the dormitories as a way to reach more students. The LGBTQ Resource Center holds additional screening and resource sessions for its community.






## LGBTQ Community

When it comes to the lesbian, gay, bisexual, transgender, and queer (LGBTQ) community, there are increased risks for STDs. Expressly, gay and bisexual men that have sex with men referred to as MSM, see high rates of new STDs cases.

Seventy-nine percent of primary and secondary cases of syphilis cases are reported within the MSM demographic. Studies also show that gonorrhea and chlamydia rates also continue to climb (CDC MSM, 2017).



If you choose to have sex,  
know how to **protect yourself** against STDs.

# condom usage

**Condom use data specific to KSU Students.**

Condoms have been around for a very long time. There is a cave drawing in France that is approximately 12,000-15,000 years old of an illustration of a man using a condom during sexual intercourse (Parisot, 1987).

The American College Health Association National College Health Assessment II (ACHA-NCHA II) conducts surveys at colleges all over the United States and covers multiple topics such as alcohol and drug use, stress and mental illness, and sexual behavior, to name a few. KSU participates in this survey of students biannually to develop a road map of student challenges to shape wellness programs.

The sexual health section aims to discover an estimated number of partners that students are engaging in sexual intercourse, and the protective methods, if any, were used during the act. 4 out of 10 KSU students engaging in vaginal sex used a condom or protective barrier method.

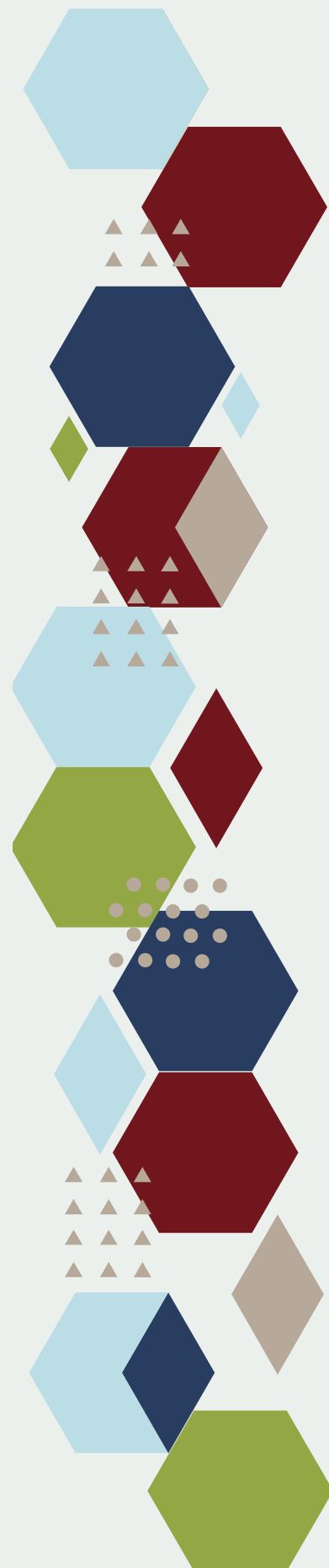
Providing easy access to condoms encourages students to use them. Condoms are useful because they block contact with body fluids that cause pregnancy and STIs.

A study of college students found that condom use errors were common among young men. Of the men surveyed, 40 percent reported that, within the previous three months, they had not left space for ejaculate at the tip of a condom, and 15 percent had taken a condom off before completing intercourse (Crosby et al., 2002).

Statistics like these lead us to believe that more education about males condoms is needed for proper usage.

**"34.5% of KSU students used the withdrawal method"**

While using other contraceptive methods are being used by students, they do not protect against STIs, making condoms the most reliable source.



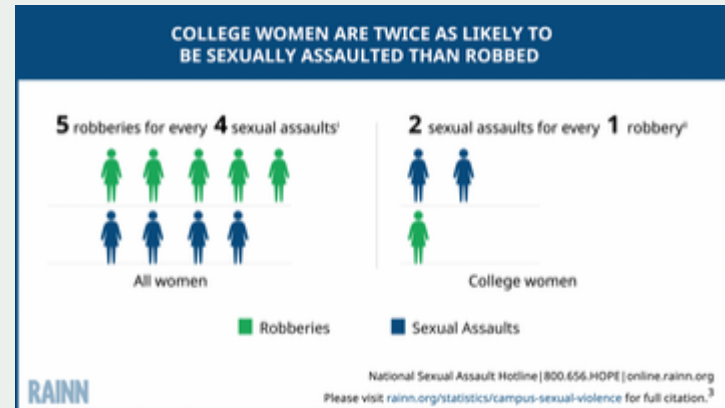




# sexual violence

The RAINN organization defines sexual violence as an all-encompassing, non-legal term for crimes such as sexual assault, rape, and sexual abuse. Other forms of sexual misconduct include stalking and sexual harassment.

Only 2 out of 10 female students age 18-24 that are victims of some form of sexual violence report the crime to law enforcement (DOJ, 2014).



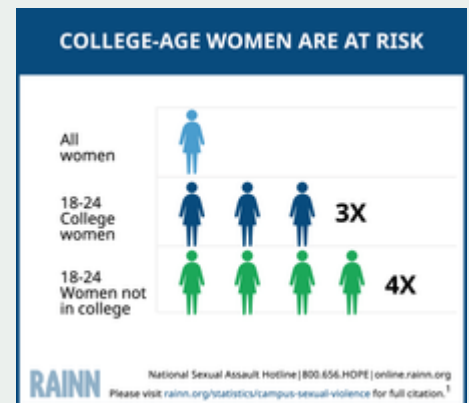
Sexual touching w/o their consent	KSU   National 9.6%   10.2%
Sexual penetration attempt w/o their consent	4.4%   3.9%
Sexual Penetration w/o their consent	2.7%   2.5%

RAINN reports that 11.2% of all students (23.1% of females and 5.4% of males) experience rape or sexual assault through physical force, violence, or incapacitation (Cantor et al. 2015).

Within the transgender, genderqueer, and nonconforming (TGQN) community, 21% of students reported being sexually assaulted compared to 18% of non-TGQN females, and 4% of non-TGQN males (Cantor et al. 2015).

"More than 50% of college sexual assaults occur in either August, September, October, or November."

Studies show that first-year students report having higher rates of an unwanted sexual experience (UWS) compared to second-year students. There is also considered a "red zone" during the first few months of the fall semester. More than 50% of college sexual assaults occur in either August, September, October, or November (Kimblor et al. 2008).





## looking to the future

The Health Promotion and Wellness department's primary goal is to make sure students have the information and resources they need to have a safe and healthy student experience while attending KSU and when they graduate.

HPW plans to create a rules-based chatbot and delivery system for the Condom Concierge program that will make delivering sexual health resources to students participating in the service more accessible. The department wants to utilize platforms that will get the program in front of more students. There is a possibility of acquiring additional funding to create a chatbot that is housed on the Wellness section of the Kennesaw State University website if the Facebook Messenger chatbot is deemed successful.





# the role of social media

## Reaching students.

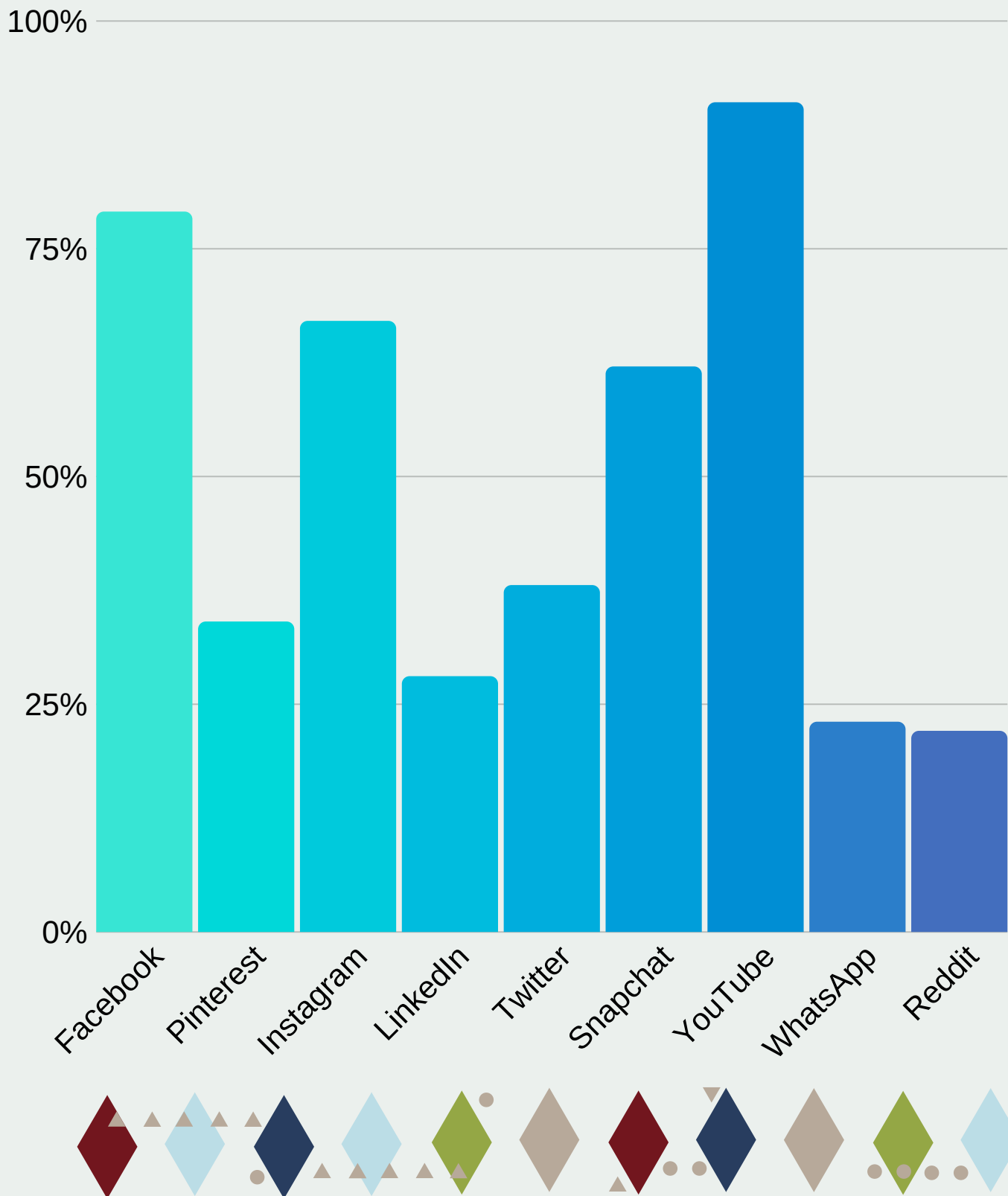
In a study of Ohio based universities and its school websites and social media channels run by the school and various departments, they found that it was difficult to locate sexual health resources for students (Carter et al. 2018). Getting health and wellness resources in front of students is a top priority.

Social media (SM) is a free resource that organizations within the university can use to reach students. Research shows that 90% of students engage with at least one social media network (Pew, 2019). By sharing on social media sites, HPW can get events and information about wellness programs in front of students in various ways outside of the main campus website.

New students have reported using SM as a vital source of information about the norms of their new university life (Kitsantas et al. 2016). HPW uses social norming campaigns on SM to give students a better look at how students at KSU are doing for various topics.

Platforms that HPW utilizes for the dissemination of content include Facebook, Instagram, Twitter, Pinterest, Snapchat, and, most recently, TikTok. Instagram provides visual information to students and has a high measure of message effectiveness when it comes to sexual health data (O'Donnell et al., 2017). In a study (O'Donnell et al., 2017) about the effectiveness of messaging on a photo or within a caption, they found that messages on the image were most effective. The least effective messaging was when the text was broken up between the photo and also written in the caption. O'Donnell et al. believe that viewers are "cognitively overloaded" with having to read the captions in chunks and spaced out. This study will help provide a better goal for visual social media posts in general and not just on Instagram.

# Usage of the major social media platforms by 18-29 year olds



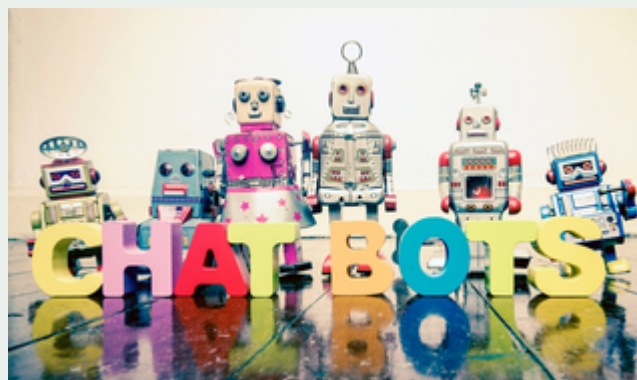
# Facebook Messenger Bot

A look at future endeavors into social media health promotion through a rules-based chatbot.

HPW is currently developing a chatbot to assist the Condom Concierge program. The goal is to create a resource that is easy for students to access and find through resources they already use like Facebook. Many students still feel apprehensive when it comes to placing or picking up Condom Concierge orders, so the department wants to create an alternative method to make students more comfortable.

Chatbots are a newer technology but are similar to text messaging services that users could subscribe to and interact with for various functions. The San Francisco Department of Health partnered with Sexuality Information Services, Inc. to create a sexual health text messaging service called SEXINFO (Levine, 2008). The service was created due to an increase in gonorrhea in African American youth. The service provided sexual health resources by sending text messages to the user. Users were informed about STDs, pregnancy, and were even referred to local health departments through the service. The SEXINFO text service is an ideal model for a Chatbot that runs on a social media network.

Facebook Messenger offers a convenient chatbot feature that anyone can build and use on the platform. Facebook announced at its F8 conference that 20 billion messages are being shared each month from people and businesses (Helwick, 2019). Chatbots are predicted to show exponential growth in the coming years as companies try to improve the customer engagement model (Credence, 2016).

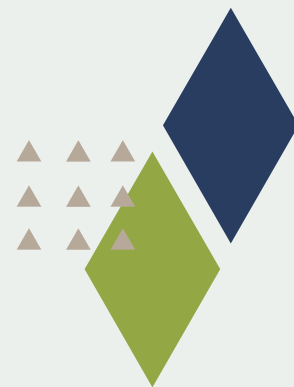
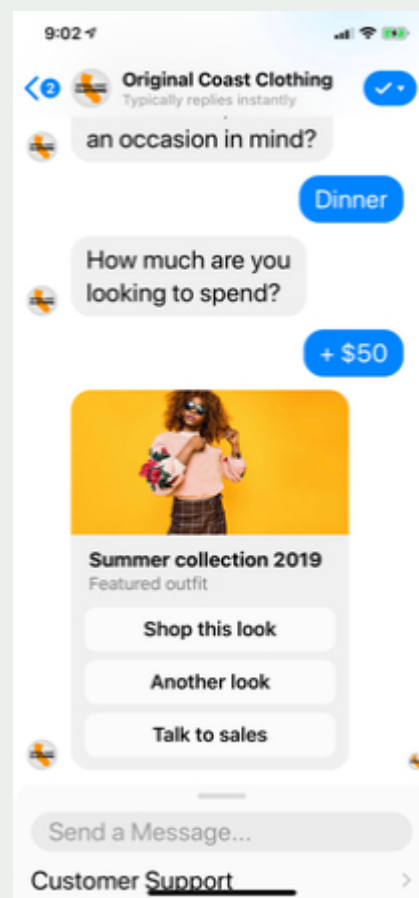


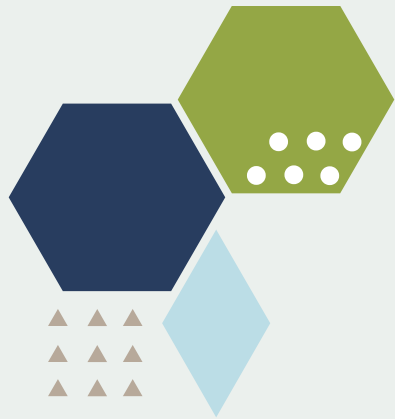
Using a service like Chatfuel, a free resource for smaller Facebook pages, HPW can create a rules-based bot to interact with students about sexual health and help them order sexual health supplies, or even connect them to chat with a health educator.

Some of the features in Chatfuel we will be exploring include:

- Subscribe to an RSS Feed - Students can subscribe to be notified of new events posted by HPW through OwlLife.
- Disabling freestyle writing - Disabling this feature will allow us to program answers for condom related orders base on the products that we offer only.
- Deliver Video through the bot - After orders are filled, a video on proper usage can be shared with the student.
- Sending Data to Google Sheets Automation - The current system is set up to capture student's requests via a Google Form that saves to a Google Sheet. This feature will help us in tracking and checking to make sure we are filling orders.
- Lead Magnet Delivery - This block will allow HPW to gather emails or Student ID numbers of students for tracking purposes that are required for the department to collect funding.

"20 billion messages are being shared each month from people and businesses "





# additional student resources

KSU Students are encouraged to use the Condom Concierge program to order free sexual health supplies.

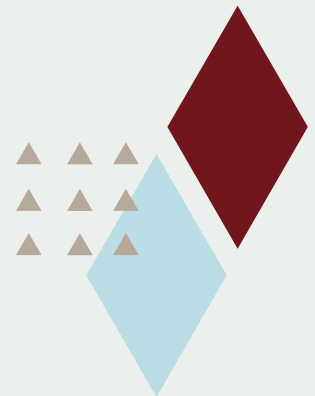
Getting tested for HIV and Hepatitis at least once, and for all other STDs once a year.

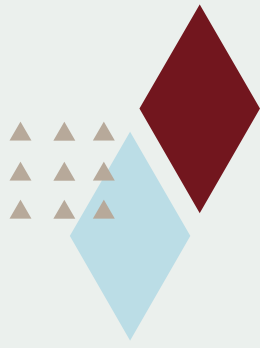
## STI Testing

- Student Health Services
- Planned Parenthood of Cobb County
- CDPH Cobb & Douglas Public Health
- Someone Cares Inc. of Atlanta

## Sexual Violence

- Counseling and Psychological Services (CPS)
- Women's Resources & Interpersonal Violence Prevention Center
- Rape Aggression Defense (R.A.D.) Classes - KSU Police
- TellKSU





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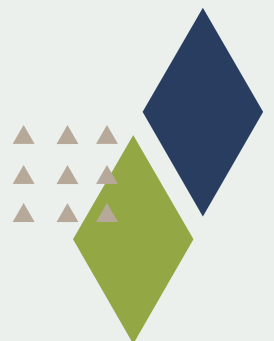
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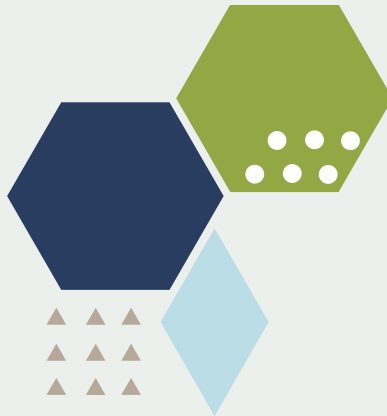
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